

LSPR

London School
of Public Relations

PR & REPUTATION MANAGEMENT

The practical up to date 5 day course, will focus on how to create communication campaigns, manage brands, predict and reduce risks, protect and enhance reputation, and create strategic communications plans, that engage with your stakeholders. PR is an essential communication tool in ensuring your brand is consistently representing your ethos, positioning and protecting your reputation.

YOU WILL LEARN:

- » Trends and developments in the communications industry
- » Getting attention for your brand and converting this into action
- » The important capabilities needed to develop reputation
- » Building trust and transparency into the brand
- » Effective risk and issue management plans for stakeholder engagement
- » Practical and effective stakeholder management plans
- » Role and use of CSR brand strategies
- » Developing a social media communications strategy
- » Defending your brand and implementing effective crisis management
- » Strategic anticipation skills to keep your brand agile

DAY ONE:

INTRODUCTION, BRANDING & CORPORATE IDENTITY

- » Developing a product/service to a brand
- » Components of corporate identity
- » IP and brand protection
- » Brand image development and reputation to form corporate identity
- » Logos, slogans, colours, archetypes and names in brand identity

LSPR TRAINING

Short, intensive courses for practicing PR and communications professionals.

Class groups are kept small to ensure the quality of the training.

COURSES

- Advanced Management
- Branding
- Business Strategy for PR
- Business Writing
- Critical Incident Management
- CSR & Sustainability
- Human Resource Management
- Impression Management
- Leadership
- Personal Branding
- PR & Reputation Management
- Presentation Skills
- Press Release Writing
- Risk Management
- Social Media & Online Marketing
- Crisis Media Communications

QUALIFICATION

Courses are CPD approved.
Diploma / Adv. Certificate / Certificate

DURATION

1 to 5 day courses

LOCATION

Central London, UK.

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- » What makes a brand successful?
- » Brand equity
- » Brand management and brand strategies
- » Creating brand experiences and narratives
- » The link between identity, perception, positioning and image

DAY TWO:

PR & REPUTATION MANAGEMENT

- » Brand communications
- » PR evolved into reputation management
- » The basics: brand, identity, positioning, image and values
- » Tools to develop a resilient reputation
- » Effective communications
- » The shift towards values and corporate social responsibility
- » Understanding the role of risk, issue and crisis management
- » Stakeholder and issue management
- » Brand advocacy and building equity
- » Crafting corporate messages and why are they so important
- » Tools and skills required to anticipate change
- » Measuring reputation

DAY THREE:

RISK, ISSUE AND CRISIS MANAGEMENT

- » Risk and issue management in reputation management
- » The nexus of risk, issue and crisis management
- » Distinction between incidents, and crises – the role of business continuity management
- » Vulnerability analysis and threat analysis for risk assessment

- » Risk management protocols and standards
- » Risk management frameworks: strategy, protocols and architecture
- » Importance of risk register
- » Development an effective and practical issue management plan
- » Prioritising issues and develop issue management plans
- » Linking issues with key stakeholders
- » Crafting issue messages
- » Pre-crisis plans: structure and keeping in short and agile
- » Crisis communications
- » Pre-crisis planning: what is involved
- » How to handle the acute phase – importance of stakeholder online groups
- » Recovery and consequence management
- » PAS 200

DAY FOUR:

CORPORATE SOCIAL RESPONSIBILITY

- » CSR in modern business
- » Key concepts and terminology in CSR
- » Why are climate change and biodiversity loss so important?
- » CSR and embracing the business model
- » Environmental or social?
- » The issue of green marketing
- » CSR and brand congruence
- » Stakeholder management, issues and CSR
- » Examples of good practice
- » Message development for CSR

DAY FIVE:

MEDIA RELATIONS AND STAKEHOLDER ENGAGEMENT

- » What makes a good story: the basics?
- » How to engage the media
- » Why material gets rejected?
- » Make your material more attractive and grab attention
- » Using social media: YouTube, Twitter, Instagram, etc
- » Developing media strategies that produce results
- » Stakeholder management: analysis, mapping and engagement
- » Engagement strategies and techniques
- » Influence and persuasion techniques
- » Klout and social influence
- » Framing and re-framing messages
- » Techniques of advocacy and brand reach using digital and social media

RECOGNITION

The Diploma is approved and recognised by the approving body: Continuing Professional Development (CPD): www.cpduk.co.uk

AWARD

CPD Approved LSPR Professional Development Diploma: PR & Reputation Management. The Diploma is awarded with a Pass, Merit or Distinction.

